Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1. (Currently Amended) In a financial advisory computer system, a method for providing financial advice, the method including:

receiving a risk tolerance for a client;

receiving preferences for the client wherein the preferences for the client include an identification of specific assets that a client wants to sell or hold;

identifying assets held in the client's portfolio;

based on the preferences and the risk tolerance for the client, determining a recommended asset allocation;

providing a database with ratings for different financial assets;

identifying one or more assets in the client's portfolio that are recommended to be sold;

for each asset of the one or more identified assets recommended to be sold, generating a list of alternative client portfolio assets recommended to be sold instead of the identified asset;

wherein an asset is recommended to be sold based on one of the following criteria: (1) the asset is recommend to be sold to achieve a recommended asset allocation, (2) the asset is recommended to be sold based on a specific client preference, (3) the asset is recommended to be sold in order to achieve sector diversification, (4) the asset is recommended to be sold based on a poor rating for the asset in the database, (5) the asset is recommended to be sold in order to reduce concentration in the asset, or (6) the asset is recommended to be sold to realize tax loss harvesting; and

generating a plurality of tables wherein each asset of the one or more identified assets recommended to be sold is included in one of the tables, wherein each table corresponds to

a reason that identifies the basis for recommending that assets contained in the table be sold, wherein the plurality of tables includes a first table that lists assets to be sold to achieve a recommended asset allocation and a second table that lists assets to be sold due to poor ratings, and wherein the basis correlates to an investment strategy for the client's portfolio.

Claim 2. (Canceled).

Claim 3. (Previously Presented) The method of claim 1,

wherein each table contains one or more rows and a plurality of columns, and at least one of the columns indicates a rating from the database wherein the rating corresponds to the asset that corresponds to the row where the rating is provided.

Claims 4. – 5.(Canceled).

Claim 6. (Currently Amended) In a financial advisory system a method for providing financial advice, the method including:

receiving a client's risk tolerance and preferences;

identifying assets to be sold or held in the client's portfolio;

based on the client preferences and the client risk tolerance, determining a recommended asset allocation;

providing a database with ratings for different financial assets;

identifying a first set of assets held in the client's portfolio that are recommended to be sold, and for at least one asset of the first set of assets to be sold, generating a group of alternative recommended assets that could be sold instead of the at least one asset;

identifying a second set of assets recommended to be purchased and included in the clients portfolio, and for at least one asset in the second set of assets, providing a group of alternative recommended assets to purchase instead of the at least one asset;

wherein the identification of the first set of assets takes into account the ratings for assets provided in the database;

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wherein the identification of the second set of assets takes into account the ratings for assets provided in the database;

wherein if a client sells the first set of assets and purchases the second set of assets, an asset allocation for the client's portfolio will be closer to the recommended asset allocation than if the client does not make the purchases or sales; and

generating a plurality of tables wherein each asset of the first set of assets that are recommended to be sold is included in one of the tables, wherein each table corresponds to a reason that identifies the basis for recommending that assets contained in the table be sold, wherein the plurality of tables includes a first table that lists assets to be sold to achieve a recommended asset allocation and a second table that lists assets to be sold due to poor ratings, and wherein the basis correlates to an investment strategy for the client's portfolio.

Claim 7. (Canceled).

Claim 8. (Previously Presented) The method of claim 6 further including:

generating a plurality of tables wherein each asset of the second set of assets that are recommended to be purchased is included in one of the tables, and wherein each table corresponds to a reason which identifies the basis for recommending that assets contained in the table be purchased.

Claim 9. (Currently Amended) The method of claim 6, wherein each asset in the first set of generated assets is recommended to be sold based on ~~one~~ three or more of the following criteria: (1) an asset is recommend to be sold to bring the client portfolio closer to the recommended asset allocation, (2) an asset is recommended to be sold based on a specific client preference, (3) an asset is recommended to be sold in order to achieve sector diversification, (4) an asset is recommended to be sold based on a poor rating for the asset in the database, (5) an asset is recommended to be sold in order to reduce concentration in the asset, or (6) an asset is recommended to be sold to realize tax loss harvesting.

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Claim 10. (Previously Presented) The method of claim 6, wherein the identification of assets held in a client's portfolio includes identifying multiple accounts owned by the client and identifying all of the assets held in each of the multiple accounts.

Claims 11. – 13. (Canceled).

Claim 14. (Currently Amended) In a financial advisory computer system, a method for providing financial advice, the method including:

identifying assets held in a client's portfolio;

inputting the client's preferences and risk tolerance wherein the client's preferences include an identification of specific assets to be sold or held;

determining a recommended asset allocation based on the client's preferences and risk tolerance;

identifying a first set of assets in the client's portfolio that are recommended to be sold;

identifying a second set of assets that are recommended to be purchased and held in the client's portfolio;

providing a database with ratings for different assets;

providing a microprocessor that is operable to apply a set of rules that are used to identify the first set of assets and the second set of assets, wherein the rules include recommending the selling of an asset that is identified as having a low rating in the database;

for an asset that is included in the first set of assets, identifying an alternative set of assets that could be sold instead of the asset that is included in the first set; and

for each asset that is included in the second set of assets, identifying a reason for recommending the purchase of the asset wherein the reason identifies the basis for the recommendation and the basis correlates to an investment strategy for the client's portfolio

wherein the set of rules includes a first subset of rules used to identify the first set of assets, and the first subset of rules includes

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where a first security occupies more than 20% of the client's portfolio recommending a sale of the holdings in the first security, such that the first security will represent no more than 20% of the client's portfolio,

where a first group of securities are of a first sector type, and where the first group of securities are more than 20% above a recommended benchmark sector weight for the first sector type, recommending the sale of some of the securities in the first group to bring an exposure to the first sector type down to 10% above the recommend benchmark sector weight for the first security type, and

where an asset has a rating in the database that indicates poor future expected performance recommending the sale of the asset.

Claims 15. – 16. (Canceled).

Claim 17. (Previously Presented) The method of claim 14, further including:

generating a plurality of tables wherein each asset of the first set of assets that are recommended to be sold is included in one of the tables, and wherein each table corresponds to a reason that identifies the basis for recommending that assets contained in the table be sold; and

wherein each table contains one or more rows and a plurality of columns, and each row corresponds to a specific asset that is recommended to be sold, and at least one of the columns indicates a rating from the database that corresponds to the asset that corresponds to the row where the rating is provided.

Claim 18. (Previously Presented) The method of claim 14, further including:

generating a plurality of tables wherein each asset of the second set of assets that are recommended to be purchased is included in one of the tables, and wherein each table corresponds to a reason that identifies the basis for recommending that assets contained in the table be purchased; and

wherein each table contains one or more asset rows and a plurality of columns, and each asset row corresponds to a specific asset that is recommended to be purchased, and at

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least one of the columns indicates a rating from the database that corresponds to the asset that corresponds to the row in which the rating is provided.

Claim 19. (Previously Presented) The method of claim 14, further including:

generating a first table wherein each asset of the first set of assets that are recommended to be sold is included in the first table, and wherein the first table contains one or more rows and a plurality of columns, and each row corresponds to a specific asset that is recommended to be sold, and each row provides an edit field where a user can select the edit field;

in response to a user selecting an edit field in a first row corresponding to a first asset recommended to be sold, displaying a group of recommended alternative assets that can be sold in place of the first asset.

Claim 20. (Previously Presented) The method of claim 19, further including:

generating a second table wherein each asset of the second set of assets that are recommended to be purchased is included in the second table, and wherein the second table contains one or more rows and a plurality of columns, and each row corresponds to a specific asset that is recommended to be purchased, and each row provides an edit field where a user can select the edit field;

in response to a user selecting an edit field in a first row, of the second table, corresponding to a first asset recommended for purchase, displaying a group of recommended alternative assets that can be purchased in place of the first asset recommended to be purchased.

Claim 21. (Previously Presented) The method of claim 14, wherein the rules applied by the microprocessor include:

recommending the selling of a first asset that represents an over concentration of the portfolio in the first asset; and

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recommending the selling of a second asset where the second asset is part of a group of assets in a sector where the group of assets in the sector exceeds a targeted allocation for the sector.

Claim 22. (Original) The method of claim 21 wherein the rules applied by the microprocessor further includes:

recommending the selling of a third asset in order to realize a capital loss.

Claim 23. (Previously Presented) The method of claim 14, wherein the reason for recommending the purchase of the asset is related to the client's preferences and risk tolerance.

Claim 24. (Previously Presented) The method of claim 23, wherein the reason for recommending the purchase of the asset is further related to the rating of the asset in the database.

Claim 25. (Currently Amended) The method of claim [[16]] 14, wherein the reason for recommending the purchase of the asset is independent of another client portfolio.

Claim 26. (Canceled).

Claim 27. (Previously Presented) The method of claim 1, further including:

receiving all the account numbers for a plurality of investment accounts the client has at a particular financial institution;

receiving preferences wherein the preferences also include which of the plurality of accounts are to be included in financial advisory considerations;

identifying assets held in the client's portfolio wherein the portfolio includes assets spread across the included accounts; and

recommending placing assets into the included accounts in a tax efficient manner.

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28. (New) The method of claim 1 wherein determining a recommended asset allocation is further based on an underlying target asset allocation corresponding to model portfolios constructed via means-variance optimization.

29. (New) The method of claim 1 wherein the plurality of tables further includes a third table that lists assets to be sold based on a specific client preference.

30. (New) The method of claim 29 wherein the plurality of tables further includes a fourth table that lists assets to be sold in order to achieve sector diversification.

31. (New) The method of claim 30 wherein the plurality of tables further includes a fifth table that lists assets to be sold in order to reduce concentration in the asset.

32. (New) The method of claim 31 wherein the plurality of table further includes a sixth table that lists assets to be sold to realize tax loss harvesting.

33. (New) The method of claim 32 wherein determining a recommended asset allocation is further based on an underlying target asset allocation corresponding to model portfolios constructed via means-variance optimization.